

Message Text

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PAGE 01 LONDON 08984 171735Z

72

ACTION COME-00

INFO OCT-01 ARA-10 EUR-06 EA-07 NEA-09 ISO-00 EB-05 RSC-01

DRC-01 /040 W

----- 020571

R 171525Z JUL 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 2187

INFO AMEMBASSY BRUSSELS

AMEMBASSY CARACAS

AMEMBASSY TEHRAN

AMEMBASSY TAIPEI

AMCONSUL MILAN

UNCLAS LONDON 08984

E.O. 11652: N/A

TAGS: BEXP, UK, BE, IR, IT, TW, VE

SUBJECT: GLOBAL MARKET RESEARCH - AIR AND WATER PURIFICATION AND POLLUTION CONTROL

REF: STATE 153604; DEPT'S A-4497

1. ONLY THREE BIDS SUBMITTED, AS FOLLOWS:

A. KENNETH MITCHELL ASSOCIATES LTD: /UNITED KINGDOM

STUDY ONLY - U.S. DOLLARS 19,920 (8,300 POUNDS AT ONE POUND EQUALS 2.40 DOLLARS)

B. ACUMEN MARKETING GROUP LTD (IN ASSOCIATION WITH ENVIRONMENTAL RESOURCES LTD):

I. UNITED KINGDOM - U.S. DOLLARS 14,550 (6,250 POUNDS)

II. ITALY - U.S. DOLLARS 17,250 (9,625,000 LIRA)

III. NOTE - ACUMEN AND ENVIRONMENTAL RESOURCES QUOTE A TEN PER CENT REDUCTION IF BOTH STUDIES ARE COMMISSIONED SIMULTANEOUSLY.

C. PLANNING RESEARCH SYSTEMS LTD:

I. ONE COUNTRY (UNSPECIFIED) - /U.S. DOLLARS 3,991.30 (1,670 POUNDS AT ONE POUND EQUALS 2.39 DOLLARS.)

II. TWO COUNTRIES (UNSPECIFIED) - U.S. DOLLARS 3585.00 EACH (1,500 POUNDS AT 2.39 DOLLARS).

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III. THREE OR MORE COUNTRIES (UNSPECIFIED) - //.S.

DOLLARS 3,393.80 EACH (1,420 POUNDS)

IV. NOTE: PLANNING RESEARCH QUOTES BASED ON AT LEAST ONE COUNTRY STUDY COMMISSIONED BEING EITHER U.K., WEST GERMANY, FRANCE OR ITALY.

2. INTERPLAN AND TOWERS, PERRIN, FORSTER & CROSBY WERE AMONG FIVE FIRMS DECLINING TO SUBMIT BIDS.

3. ACCORDING TO OUR FILES, ONLY KENNETH MITCHELL HAS DONE RECENT MARKET RESEARCH FOR COMMERCE (PUMPS, VALVES & COMPRESSORS UPDATE 1973 - EVALUATED "VERY GOOD" BY EMBASSY). BASED ON THE CLEAR COST DIFFERENTIAL AND ITS PROPOSAL PRESENTATION, HOWEVER, WE RECOMMEND ACCEPTANCE OF BID SUBMITTED BY PLANNING RESEARCH SYSTEMS LTD FOR AT LEAST ONE STUDY. WHILE FIRM IS NOT EXPERIENCED WITH COMMERCE REQUIREMENTS, DIRECTOR GRAHAM TARRY OF PLANNING RESEARCH WAS IN ATTENDANCE AT EMBASSY BRIEFING CONDUCTED BY GLICK ON SEPTEMBER 20, 1973.

4. THE THREE PROPOSALS ARE BEING AIR POUCHED
BIC/OIM/MRD
SOHM

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NNN

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